



PATENT
Docket No. 11032/3002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Dwight A. MERRIMAN, et al.
SERIAL NO. : 09/094,949
FILED : 15 June 1998
FOR : METHOD AND APPARATUS FOR AUTOMATIC
PLACEMENT OF ADVERTISING
GROUP ART UNIT : 3627 Conf. No. 9057
EXAMINER : Ronald Laneau

Mail Stop Issue Fee - DRAWINGS
COMMISSIONER FOR PATENTS
Customer Service Window
Randolph Bldg.
401 Dulany Street
Alexandria, VA 22314

ATTENTION: **DRAWING PROCESSING BRANCH**

SUBMISSION OF FORMAL DRAWINGS


SIR:

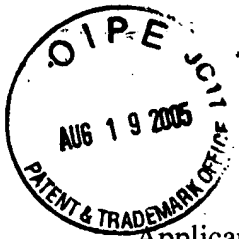
The drawings originally filed were approved by the Examiner in the Notice of Allowability mailed 19 May 2005. Submitted herewith are five (5) sheets of formal drawings. Please substitute these sheets for the drawings submitted at the time of filing this application.

Dated: 19 August 2005

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Respectfully submitted,


Bradley J. Meier
(Reg. No. 44,236)



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Applicants: MERRIMAN, Dwight A. et al.

Appl'n No.: 09/094,949

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For: METHOD AND APPARATUS FOR
AUTOMATIC PLACEMENT OF
ADVERTISING

Group Art Unit: 3627

Examiner: LANEAU, Ronald

Mail Stop Issue Fee

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450


COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Sir:

In response to the Examiner's statement of reasons for allowance, Applicant respectfully traverses the Examiner's characterization of the Kohda reference¹, and refers to the arguments it has previously submitted for completeness (see, e.g., Response To Office Action filed June 20, 2002). In addition, Applicants respectfully submit that the Merriman reference² and Eldering reference³ do not comprise prior art for at least the reason that they do not antedate the present invention.

Respectfully submitted,

Dated: August 19, 2005


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¹ Kohda Y, et al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.

² US 2002/0082923 A1.

³ WO 01/65747 A1.